What is claimed is:

- 1. A method for preventing infection of a subject by a microbe comprising: administering a compound that modulates the expression or activity of a microbial transcription factor to a subject at risk of developing an infection such that infection of the subject is prevented.
- 2. The method of claim 1, wherein the transcription factor is a member of the AraC-XylS family of transcription factors.
- 3. The method of claim 1, wherein the transcription factor is a member of the MarA family of transcription factors.
- 4. The method of claim 1, further comprising administering an antibiotic.
- 5. A method for preventing urinary tract infection of a subject by a microbe comprising: administering a compound that modulates the expression or activity of a microbial transcription factor to a subject at risk of developing a urinary tract infection such that infection of the subject is prevented.
- 6. A method for preventing prostatitis in a subject by a microbe comprising: administering a compound that modulates the expression or activity of a microbial transcription factor to a subject at risk of developing prostatitis such that infection of the subject is prevented.
- 7. A method for reducing virulence of a microbe comprising: administering a compound that modulates the expression or activity of a microbial transcription factor to a subject at risk of developing an infection with the microbe such that virulence of the microbe is reduced.
- 8. The method of claim 7, wherein the transcription factor is a member of the AraC-XylS family of transcription factors.

- 9. The method of claim 7, wherein the transcription factor is a member of the MarA family of transcription factors.
- 10. The method of claim 7, further comprising administering an antibiotic.
- 11. A method for treating a microbial infection in a subject comprising: administering a compound that modulates the expression or activity of a transcription factor to a subject having a microbial infection such that infection of the subject is treated.
- 12. The method of claim 11, wherein the transcription factor is a member of the AraC-XylS family of transcription factors.
- 13. The method of claim 11, wherein the transcription factor is a member of the MarA family of transcription factors.
- 14. The method of claim 11, further comprising administering an antibiotic.
- 15. A method for treating a urinary tract infection in a subject comprising: administering a compound that modulates the expression or activity of a transcription factor to a subject having a urinary tract infection such that infection of the subject is treated.
- 16. A method for treating prostatitis in a subject comprising: administering a compound that modulates the expression or activity of a transcription factor to a subject having prostatitis such that infection of the subject is treated.
- 17. The method of claim 15, wherein the transcription factor is a member of the AraC-XylS family of transcription factors.
- 18. The method of claim 15, wherein the transcription factor is a member of the MarA family of transcription factors.
- 19. The method of claim 15, further comprising administering an antibiotic.

- 20. A method for reducing virulence in a microbe comprising: administering a compound that inhibits the expression or activity of a transcription factor to a subject having a microbial infection such that virulence of the microbe is reduced.
- 21. The method of claim 20, wherein the transcription factor is a member of the AraC-XylS family of transcription factors.
- 22. The method of claim 20, wherein the transcription factor is a member of the MarA family of transcription factors.
- 23. The method of claim 20, further comprising administering an antibiotic.
- 24. A method for evaluating the effectiveness of a compound that modulates the expression or activity of a microbial transcription factor at inhibiting microbial virulence comprising: infecting a non-human animal with a microbe, wherein the ability of the microbe to establish an infection in the non-human animal requires that the microbe colonize the animal; administering the compound that modulates the expression or activity of the microbial transcription factor to the non-human animal; and determining the level of infection of the non-human animal, wherein the ability of the compound to reduce the level of infection of the animal indicates that the compound is effective at inhibiting microbial virulence.
- 25. The method of claim 24, wherein the transcription factor is a member of the AraC-XylS family of transcription factors.
- 26. The method of claim 24, wherein the transcription factor is a member of the MarA family of transcription factors.
- 27. The method of claim 24, further comprising administering an antibiotic.

- 28. The method of claim 24, wherein the level of infection of the non-human animal is determined by measuring the ability of the microbe to colonize the tissue of the non-human animal.
- 29. The method of claim 24, wherein the level of infection of the non-human animal is determined by enumerating the number of microbes present in the tissue of the non-human animal.
- 30.A method for identifying a compound for treating microbial infection, comprising: innoculating a non-human animal with a microbe, wherein the ability of the microbe to establish an infection in the non-human animal requires that the microbe colonize the animal; administering a compound which reduces the expression or activity of a microbial transcription factor to the animal, and determining the effect of the test compound on the ability of the microbe to colonize the animal, such that a compound for treating microbial infection is identified.
- 31. The method of claim 30, wherein the transcription factor is a member of the AraC-XylS family of transcription factors.
- 32. The method of claim 30, wherein the transcription factor is a member of the MarA family of transcription factors.
- 33. The method of claim 30, wherein the level of infection of the non-human animal is determined by measuring the ability of the microbe to colonize the tissue of the non-human animal.
- 34. The method of claim 30, wherein the level of infection of the non-human animal is determined by enumerating the number of microbes present in the tissue of the non-human animal.
- 35.A method for identifying a compound for reducing microbial virulence, comprising: inoculating a non-human animal with a microbe, wherein the ability of the microbe to establish an infection in the non-human animal requires that the

microbe colonize the animal; administering a compound which reduces the expression or activity of a microbial transcription factor to the animal, and determining the effect of the test compound on the ability of the microbe to colonize the animal, such that a compound for reducing microbial virulence is identified.

- 36. The method of claim 35, wherein the transcription factor is a member of the AraC-XylS family of transcription factors.
- 37. The method of claim 35, wherein the transcription factor is a member of the MarA family of transcription factors.
- 38. The method of claim 35, wherein the level of infection of the non-human animal is determined by measuring the ability of the microbe to colonize the tissue of the non-human animal.
- 39. The method of claim 35, wherein the level of infection of the non-human animal is determined by enumerating the number of microbes present in the tissue of the non-human animal.
- 40. A method for identifying transcription factors which promote microbial virulence comprising: creating a microbe in which a transcription factor to be tested is misexpressed; introducing the microbe into a non-human animal; wherein the ability of the microbe to establish an infection in the non-human animal requires that the microbe colonize the animal; and determining the ability of the microbe to colonize the animal, wherein a reduced ability of the microbe to colonize the animal as compared to a wild-type microbial cell identifies the transcription factor as a transcription factor which promotes microbial virulence.
- 41. The method of claim 40, wherein the transcription factor is a member of the AraC-XylS family of transcription factors.
- 42. The method of claim 40, wherein the transcription factor is a member of the MarA family of transcription factors.

- 43. The method of claim 40, wherein the level of infection of the non-human animal is determined by measuring the ability of the microbe to colonize the tissue of the non-human animal.
- 44. The method of claim 40, wherein the level of infection of the non-human animal is determined by enumerating the number of microbes present in the tissue of the non-human animal.
- 45. A method for reducing the ability of a microbe to adhere to an abiotic surface comprising: contacting the abiotic surface or the microbe with a compound that modulates the activity of a transcription factor such that the ability of the microbe to adhere to the abiotic surface is reduced.
- 46. The method of claim 45, wherein the transcription factor is a member of the AraC-XylS family of transcription factors.
- 47. The method of claim 45, wherein the transcription factor is a member of the MarA family of transcription factors.
- 48. The method of claim 45, further comprising contacting the abiotic surface or the microbe with a second agent that is effective at controlling the growth of the microbe.
- 49. The method of claim 45, wherein the abiotic surface is selected from the group consisting of: stents, catheters, and prosthetic devices.
- 50. A pharmaceutical composition comprising a compound that modulates the activity or expression of a microbial transcription factor and a pharmaceutically acceptable carrier, wherein the compound reduces microbial virulence.
- 51. A pharmaceutical composition comprising a compound that modulates the activity or expression of a microbial transcription factor and an antibiotic in a pharmaceutically acceptable carrier.